

ROUs: 1110 / 1210 / 1310 / 1710

Distribute to RJR Managers w/Chain responsibility
for chains on attached Excel spreadsheet

Sales		Retail	
1221	_____	1222	_____
1222	_____	1223	_____
1223	_____	1226	_____
1224	_____	1229	_____
1225	_____	ROM	_____
1226	_____	PC	SC
1229	_____	MC	PA
1240	HE		
1244	JM, FP	RSM	RBM

51850 5916

RJ REYNOLDS

TOBACCO COMPANY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 25, 1997

RJR Account #375878

P. Cox

McLANE-NORTHEAST

JANUARY: DORAL \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800004

Dear Paul:

We have placed orders for *Doral Pre-Sleeved Tear Tape* product (@ .50¢/Pack) as listed to pack and ship this promotion to your participating retail accounts. 1290 SKUs of Displays (Item #535481) have been ordered to Consolidated Industries to pack this Promotion.

Product PO # ER2620-01

<u>UPC Code</u>	<u>Doral</u> <u>Brand Styles</u>	<u>#/ (6M)</u> <u>Cases</u>
12300-24698	Light	43
12300-24750	Light 100	43
12300-24752	Lt Men 100	43
12300-24751	FF 100	43

All additional pertinent promotional information is listed below:

<u>Product Arrival (@ McLane):</u>	<u>January 5, 1998</u>
<u>Displays Arrival (@ Consolidated):</u>	<u>January 8, 1998</u>
<u>Ship Date to Retail:</u>	<u>January 26, 1998</u>

Display (Item #535481)

<u>SKU CUBE:</u>	0.4965
<u>SKU WT (w/o Product):</u>	1.5625 lbs
<u>Retail Sales Offer per Sku:</u>	20 units
<u>Billing per Sku:</u>	4 Savings Cartons
<u>EFT \$ Amount:</u>	<u>\$25,979.18</u>

51850 5917

Promotion Description: Utilize self-contained shipper displays. Each Doral pack will have ".50¢ Off" Tear Tape. Product is pre-sleeved; each carton contains five 2-pack offers. One carton of each of the 4 brand styles should be placed in Counter Display and shipped to retail.

Brand Styles: Doral Lt / Doral Lt 100 / Doral Lt Men 100 / Doral FF 100

**SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED RETAIL CUSTOMER LIST
SEE ATTACHED 'WHOLESALE PACKING INSTRUCTIONS'**

RJR will reimburse you \$14.00 per live 12M case for all displays packed and shipped to retail on a timely basis. This equates to \$842.80 (60.2 (12M) cases @ \$14.00).

If you have any questions, please contact me. As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610

/jc

cc: L. E. MacWilliams
cc: R. Moore / McLane
1610: DK / SS / RMD
1000: J. Piscitelli
1340: J. Rago

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Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

McLANE-NORTHEAST (#375878): CIGARETTE DISPLAYS BY STATE

ROUs: 1110 / 1210 / 1310 / 1710 - DISTRIBUTE TO APPROPRIATE RJR CHAIN MANAGERS

McLANE NE

JANUARY: DORAL \$1.00 OFF 2-PACK PURCHASE / PROMO #800004

RETAIL DISTRIBUTION DATE: 1/26/98

NUMBER OF DISPLAYS PER GROUP PER STATE

CHAIN NAME	NO. OF STORES	#/ DISPLAY UNITS TO SHIP TO EACH ACCOUNT	TOTAL #/ DISPLAYS	NUMBER OF DISPLAYS PER GROUP PER STATE													
				CT	DE	MA	MD	ME	NH	NJ	NY	OH	PA	RJ	VA	WV	DC
A-PLUS/ SUNOCO	301	See List	371	1	2	25			2	16	108			214	3		
AMOCO	58	1	58							27	2			29			
BP OIL	44	1	44											44			
COASTAL MART	37	2	74							22				52			
COOKS CONVENIENT	7	See List	10								10						
COUNTRY FAIR	70	See List	87								13	7		67			
CONV EXPRESS	5	See List	9								9						
EXPRESS MART	41	See List	46								46						
HESS MART	51	See List	93							4	78			11			
HESS STATION	155	See List	168	1		2				28	97			39	1		
KRAUSZERS	12	1	12	12													
MANLEY'S	11	See List	30								30						
MOBIL / ON THE RUN	100	1	100	14		24			13		44					5	
QUICKWAY	29	See List	36								36						
7/11 - HANDEE MART	24	1	24									1	9	14			
SUGARCREEK	71	1	71								71						
SUNRISE FOODS	16	See List	21								21						
INDEPENDENTS & SMALL CHAINS	33	See List	33	1		4	2		3	4	13			6			
TOTALS	1065		1287	29	2	55	2	0	18	101	578	8	9	476	9		

(MC-STDOR.XLS)12/1/97

(McLANE NO LONGER SHIPS TO DL/ KY/ OH(*Exception: 8 OH/ C.FAIR STORES) MI/ MD

cc: J. Piscitelli

6169 05815